

**MARYLAND GOVERNOR’S COMMISSION ON
HISPANIC AFFAIRS
Meeting Minutes**

Date: Wednesday, August 18, 2010

Time: 6:00 pm – 8:00 pm

Place: University of Maryland Baltimore BioPark
801 West Baltimore Street
Baltimore, Maryland

Present: Chair Y. Maria Welch, Vice Chair Ricardo Martinez, Elizabeth C. Bellavance, Richard V. Cook, Veronica A. Cool, Lydia Espinosa Crafton, Elizabeth Ysla Leight, Hector G. Manzano, Nicolas H. Ramos V

Ex-Officios Present: Susan Spinnato

Absent: Javier G. Bustamante, Mariana Cordier, Christina M. Diaz-Malone, Ricardo Alberto Flores, Colonel Robert L. Hylton, Maria T. Pinto Johnson, Carmen Ortiz Larsen, Luisa Montero-Diaz, Sonia E. Mora, Arelis A. Pérez, Lea Ybarra

Staff Present: Jessy Mejia, Agnes M. Smith, Jasmine Flores (Intern)

I. Call to Order and Greetings

The meeting was called to order by Chair Y. Maria Welch who informed the Commissioners that they are joined by the National Council of La Raza. She noted that the Governor’s Commission on Hispanic Affairs was appointed in 2007 by Governor Martin O’Malley to serve a four year term to advise, advance solutions and serve the Governor in working with State government to ensure equal access to the economic, educational, health, political and social well being of Hispanics in Maryland. Each of the Commissioners serve on a Sub-Committee within this Commission and they are Education, Health, Housing, Business and Economic Development and Policy.

Commissioners introduced themselves and the county they represent.

Chair Welch thanked the University of Maryland Baltimore BioPark Ms. Jane Schaab for being the host.

Ms. Jane Schaab offered a very warm welcome to the Commission from the University of Maryland Baltimore with 71 acres across the street the University System Professional Campuses. She noted that six years ago they crossed Martin Luther King Boulevard and what they are doing here is developing a University Research Park. They have three

buildings up and will eventually have about a dozen buildings. They are working to bring about 3,000 to 4,000 new jobs to Baltimore City. They are jobs for the majority will be in life sciences, research jobs, etc. The buildings will be about 75% or 80% wet lab or bench environments for companies. The meaning for the University is that a bundle of new outstanding scientific partners from a private sector are now married with what is the country's top ten academic medical centers across the street to really accelerate all the good work that's done to make all of our lives better. She noted that the President and Dick Cook would say it's all about getting to the patient/it's all about getting to all of us. She noted to the Commission that if they would like to continue to meet here the doors are wide open and it would be their pleasure. She told the Commission to have a great meeting and thanked them for letting her say hello.

II. Introduction of Special Guest National Council of La Raza (NCLR)

Chair Welch noted that the Commission is very honored to be hosting the National Council of La Raza the nation's largest Hispanic civil rights and advocacy organization in the United States. The NCLR is at the forefront of advocating for Latino families nationwide and they have been extremely gracious in extending Governor Martin O'Malley and invitation to serve on the Honorary Host Committee for the 2011 NCLR Annual Conference and National Latino Family Expo being held July 23-26 at the Marriott Wardman Park Hotel in Washington DC. The NCLR annual conference is the largest gathering of the Hispanic community serving as the meeting ground for more than 30,000 community organization leaders, activist, elected and appointed officials, members of corporate, film, academic community, students, volunteers, etc. Their past conference speakers included such figures as then Presidential Nominee Barrack Obama, President Bill Clinton, then Governor George W. Bush, Senator Hilary Rodman Clinton, countless congressman and women and too many community leaders to count here today. The National Latino Family Expo is significant feature of the conference. It is a unique venture where companies and organizations build and enhance the relationships with the Latino consumers. With more than 200 exhibitors and 20,000 attendees the Expo is free and open to the general public. The annual conference does more than this, it provides for thousands of people representing various social sectors to learn about on-going and emerging issues in the Hispanic community and become familiar with issues, initiatives, programs and other efforts making a positive impact on the lives of Latino families nationwide. Today the Commission will learn more in-depth information about the conference, it's goals, opportunities and expectations as we embark in a partnership to help pose such a remarkable occasion and make the DC conference a tremendous success. Chair Welch noted that she believes this conference provides the opportunity to create greater scenery between our states, Latino community, the Commission work and the federal agenda to further improve the lives of Latino families nationwide. She welcomed Ron Estrada, Georgia Salguero and Samantha Firm who is here to represent NCLR. She requested that they give the Commission a general look into their federal agenda and how NCLR is advancing the agenda of Latino families at the national level.

Ron Estrada, Deputy Vice President, Strategic Communications Group

Mr. Ron Estrada thanked the Commission on behalf of the National Council of La Raza (NCLR). He noted that it was an honor to be in a room full of leaders. Mr. Estrada noted that the Strategic Communications Group (SCG) is a team that is responsible for all marketing communication, special events, media relations, graphics, publications, etc. He noted they are pretty much the voice and look of the institution.

Georgina Salguero, Director of Sponsorships

Ms. Georgina Salguero noted that she is the Director of Sponsorship for NCLR and she is responsible for the fund raising of the institution primarily working with three signature events: The Capital Awards held in Washington DC where they honor those members on the Hill that have advanced the Hispanic community, the Annual Conference and the ALMA Awards which is an event where they honor those in the media that are a role model for the Hispanic community.

Samantha Firm, Marketing Associate

Ms. Samantha Firm noted that she is the Marketing Associate for NCLR. What her team is responsible for is the marketing to the local community through a series of outreach meetings where they invite local, non-profits and leaders to come and be aware of the events that are going on with NCLR. In addition they form partnerships with local media organizations, TV, radio, print and create all the great NCLR postcards and posters.

Mr. Ron Estrada noted to the Commission that they wanted to give a brief overview of NCLR Institution and they can go into some of the key issues they are currently addressing. For the remaining part of the presentation really dive into this historic event that they are plan to bring into the region being the Annual Conference. Mr. Estrada acknowledged Mr. Randy Ramat, Consultant and the person who arranged this meeting.

Mr. Randy Ramat, Strategic Communications Group

Mr. Randy Ramat thanked the Commission and Chair Welch for that great introduction of NCLR. He noted that recently they just celebrated their 40 year anniversary of what many call the largest most influential Latino civil rights and advocacy organization in the country. They are based in Washington DC and have approximately 135 staff members, eight field offices throughout the United States and Puerto Rico. He spoke to the Commission about a book called Forces for Good which is a recent publication that recognize the twelve top non-profit organizations in the country and they put NCLR as one of the twelve. He noted that the research behind this were 1,000 educators, community leaders, elected officials who were surveyed and participated in a questionnaire. This is how NCLR was ranked as one of the top non-profits across the board. He noted that some of the key components that make up NCLR include advocacy, national community network, focus on programs, focus on impact, credibility as well as the opportunities for connecting and uniting the community. He noted they all tie into the advancement of their goals and mission. Mr. Ramat noted on the advocacy side they are currently in the advocacy arena addressing the Arizona SB1070 issue. He noted that through the leadership of the institution they were able to spearhead what they call the Boycott of Intolerance around this SB1070 situation and just recently as last week they convened leaders in the State of Arizona as well as the leadership throughout the country

of Latinos. He noted they met in Arizona with the one purpose of uniting the community. He noted this is a critical moment for the community and what this whole movement represents. It's not just about Arizona it's about all the copy cats out there that are looking at what's going on in Arizona. He is very proud to share with the Commission that there is a team in NCLR that is dedicating 100% of their time and efforts. This is being taken head on. He noted that they have a call to the Major League Baseball All Star game that is to take place in Arizona. They are working with the Major League Baseball Association, players association to garner their support. They were able to share with different celebrities with the Honors Awards to get their support. They are doing research in areas of law enforcement in reference to 287G in which a lot of the opponents of SB1070 are kind of falling back on saying this is pretty much in the rationale support to the initiative. The research showed that there are a lot of holes in what is being heard. There is a lot of miss information. He noted that in addition to their advocacy they are tiring in their research, tiring in their connections/networking. He noted that the conference is the platform that will bring leaders and they will put the issues front and center and address. Mr. Ramat noted that the issue with Arizona SB1070 they had a Town Hall with 500 or 600 folks and the topic was "What's the Matter with Arizona". He noted that building a network is something that makes NCLR unique it gives what he calls their arms, legs, voice, etc. He noted that there are approximately 300 community based organizations throughout the country that make up the network. He noted that many of the affiliates can be described as anywhere from a capacity in size larger than NCLR to some that are one or two person shops. They primarily provide family services, services that focus on the community, health, education, economic opportunities, etc. This is their national footprint. Mr. Ramat noted that they are asked how NCLR has become so powerful in the last four years. He noted that they have to go back to the former CEO Mr. Ruiz Organic vision in balancing programmatic work with advocacy work. There are a lot of organizations out there that do one very well but there are very few that operate in that balance. In the programmatic side they have a few solid components that can stand alone by themselves. They have an Institute of Hispanic Health headed by Dr. Maria Rosa who is working to address some of these key issues like children's obesity, teen pregnancy, etc. in the Latino community. Some of the issues that they are not seeing a lot of the other organizations address or take it head on they have an education component headed by Debbie _____ formerly with the Clinton Administration and present CEO of the National Association of Bi-Lingual Educators. She is heading the education component and is really driving a lot of what they do program wise for education. They have a National Homeownership Network that is focusing on the foreclosure crisis in the community. He noted you can take any of the programs and they will be stand alone institutions that will certainly prove to be valuable. He noted the track record, legacy and how they are data driven. They are leveraging their institutional presence, staff, leadership, etc. He noted the reputation they have formed through the presence of Janet Murguía and what she has done in leading this institution into the future years. Mr. Ramat noted that the Conference is their annual platform to highlight the issues, programs, services that they are working on or have worked on throughout the year. He spoke about the ALMA Awards having a new broadcast partner. It will no longer be ABC but it will be NBC. Mr. Ramat spoke to the Commission about the historic one of a kind recording breaking conference in San Antonio TX. It was rated

at 30,000 but the City of San Antonio Mayor had them at 42,000 as one of the largest events not only Latino but events in that city with the projected economic impact of \$8 to \$10 million all talking about the issues, all uniting the community, etc.

NCLR presented a video to the Commission about last year's conference.

Mr. Ramat noted that they are looking forward to creating a conference that is reflective of the tri-state area. They are looking for some huge opportunities. He noted that there are some great partnership ideas from the Commissioners. Together we can keep and maintain the momentum in making one of the most historic events and gatherings in the Hispanic community. He noted that this is our platform. This is the one opportunity that all programs and colleagues or affiliates can get together and key partners to really ensure best practices. Talk about the program services that have been working with them or that is needed in their community. He noted that they are looking very much forward to bringing the leadership not only for the Latino community but for the country for this next year's 2011 Conference in Washington DC at the Marriott. They have over 100 million media impressions. They have 123 media outlets to cover the conference. He noted that just about every town hall, workshop, speaker they have there's a camera on it. It's major network to the local media. This year they are trying something new by web streaming the town halls, workshops, etc. Not only are attendees able to experience the workshops and town hall meetings but people all over the country. He noted that in the down economy they are sensitive to what families are going through. This becomes more important to attend. It becomes more important to learn about services, take advantage of free counseling, free clinics. Mr. Ramat gave a quick synopsis of the workshops in which they have sixty that range from education, health, workforce development, track on women's issues, track on policy, wealth building, community empowerment, customized tracks, etc. This is a community event and they like to hear feedback.

Ms. Firm noted that NCLR invites the nation leaders, visionaries, news makers to address the audience directly. They have people all over the country working at the forefront of all of our issues and really working to move the country forward.

Ms. Salguero noted that in addition to the leaders at NCLR the conference provides a great forum for networking. When you look at the 42,000 people that come through the Expo from the community and the 5,000 that attend the conference itself it provides a unique forum where they have community leaders, grassroots activist, newly elected leaders state and national level as well as corporate representation. It was noted that this year NCLR looked at revamping the National Latino Family Expo to explain that they are a national organization, they have national partnerships, they work primarily with the Latino community, it is family oriented and it is a consumer expo. They have a cultural and history pavilion, technology and environment pavilion, healthy fitness pavilion, community pavilion, etc. The National Latino Family Expo is free and open to the public. They also have a Health Fair within the National Latino Family Expo. She noted that the Marketing Team has the pieces both in Spanish and English. This way they can market to both those English dominant or Spanish dominant communities. Within the Health Pavilion this is where a lot of the services will come in. They look at what are the most

pressing items of needs in the community. They look at doing free health screenings, glucose, diabetes, BMI, Dora, blood pressure, cooking classes, etc. This is some of the examples with some of the national level partners and also looking at the partnerships on the local level.

Mr. Ramat noted that one of the partners Johnson & Johnson did vision screening for over 500 walk-thru. Out of the 500 screened, 200 had an issue where they needed to see a doctor, 10 was sent directly to the emergency room. Also COPD who does a lung capacity test which cost about \$500 to do came and did it for free. The health institutes want to reach the community. They are looking for these opportunities for the betterment of the community. They recognize that the Hispanic community is often overlooked.

Ms. Salguero noted that they have different events, storytelling, etc. She noted that you can go to the Expo for three days free. She noted that they are looking for ideas from the Commission. They want to know what works in this area, what kinds of things they should be focusing on in the Tri-State area. They welcome all ideas.

Ms. Firm noted that they have a series of specialized fairs that are also available to the public to attend. Part of the Expo, part of the conference and these fairs are all trying to reach the population. All the issues that are really affecting people, people that really have questions that needs to be answered and as soon as possible happen at the fairs. They have a Home Rescue Fair, Citizenship and Immigration Assistance Session, Career Fair, etc. She wants to emphasize that the Expo and all the fairs are totally free and open to the public. Another thing that people aren't aware of are the 60 workshops that they have at the Conference is free. They want to get all of the local non-profits, NGO's, etc that is working on the street with the communities. They offer as much as they can and this is tools that they encourage the community to use.

Mr. Ramat gave an outline of what is and is not free: National Latino Family Expo (free), workshops (free), town halls (free) meal events (registration fee). He noted that they are trying to get the local rate and put it out to the community. They will be following up with the Commission. He wants to make sure everyone knows that the meal events will have a registration. They want to plant the seed and get on the Commission's radar to really help them create some buzz around the conference to be held in the region. The host region is Maryland, Virginia and DC. He noted they are looking to identify key individuals in organizations that they can partner with. He noted that the Commission live in the community and they are community leaders. The success of this conference falls a lot in the hands of the Commission.

Chair Welch thanked NCLR and noted it is an honor and privilege for the Commission to work with them and for the Governor to have this opportunity. She also noted that any opportunity that can be given to Baltimore City mayor Stephannie Rawlings Blake would be great. She truly has started to pave a true way for the community and give opportunities. Chair Welch charged the Commission with this wonderful opportunities and how the committees tie in to this presentation.

Administrator Jessy Mejia noted that along with the Committees some of the Commissioners are spearheading education, health, housing and community development and policy. Commissioner Sonia Mora, Chair of the Health Committee who is also the manager of the Latino Health Initiative which have been spearheading for the Governor some of the health issues for minority communities in general. One of the things she has been working on is data collection and analysis because without data you don't know what affects the community. She is spearheading some of the other ethnic commissions to do better minority health collection by health agencies. That's one side of the program. Another is Foreign Healthcare Professionals who are being trained to be able to integrate themselves into the Maryland workforce. She asked that she be considered in the presentation. Ms. Mejia also noted that the Commission is working with a non-profit to help Latinos with the foreclosure issue. Commissioner Christina Diaz-Malone, Chair Housing Committee would also be interested in helping with the foreclosure presentation.

Commissioner Veronica Cool asked about the planning and if there is an agenda with a timeline.

Mr. Ramat noted that they have a team of about 15 or 20. Ms. Salguero deals with corporate relations, sponsors and partnerships; Ms. Firm marketing, production team; and a meeting event team.

Ms. Salguero noted that there is a series of outreach meetings with non-profits. They also have a call for presentations in the fall for those interested in presenting. She informed the Commission that she would make sure business cards are exchanged and that they receive business cards from the Commission.

Commission Elizabeth Leight asked if there would be an opportunity for the Commission to have a booth to flagship what they do.

Yes!

There was a discussion about the different opportunities available in partnering with NCLR. It was suggested that maybe the Commission could sponsor some scholarships for the Hispanic businesses to attend the Conference.

There was a discussion about the education component for the Hispanic community. There is an education component within NCLR. They have a charter school network.

II. Updates and Announcements

Administrator Mejia thanked Mr. Ramat for helping the Commission work with NCLR. She noted that September begins Hispanic Heritage Month: the Maryland Hispanic Business Conference will be held at the Bethesda Hyatt on September 7; the Governor's Hispanic Heritage Awards (11 awards) nominations deadline is August 27; judging panel will be on August 30; the Hispanic Heritage Month Calendar needs submission of any major community events from Commission. She noted that any events that the

Commission would like for the Governor to recognize with Governor Citation please let her know. Administrator Mejia noted two things in the works and that is to coordinate the Hispanic Heritage Month Reception at Governor's House in October and the Foreclosure Workshop which is put together by the Department of Housing and Community Development. The Commission is there to support and get out the word. She also noted that the Annual Report is in Director David K. Lee's hands. It has gone through the first line of editing.

The 1st Annual Maryland Latino Leadership Summit will be held on Saturday, September 4 at Towson University. Mr. Tony White will get a welcome letter from the Governor to be put in the program booklet.

The Maryland Hispanic Bar Association Gala will be held on September 16 at Martins Crosswind.

Officer Carlos Selvi addressed the Commission. He spoke about liaisons that provide assistance to victims and provide presentations on prevention.

Chair Welch thanked everyone for being here, presenting and show casing all of the opportunities we have as activist, Latino leaders and community members of the endless possibilities and to help cultivate the things we know into something greater. She is very proud to be affiliated with NCLR. She again thanked the University of Maryland Baltimore BioPark for begin a great host. Chair Welch thanked everyone again and for their dedication and commitment. The next meeting will be October 20, 2010.

The meeting was adjourned at 8:00 p.m.